



MALABAR CANCER CENTRE
(POST GRADUATE INSTITUTE OF ONCOLOGY SCIENCES & RESEARCH)
(An autonomous centre under Government of Kerala)



Thalassery, P.O. Moozhikkara
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**Notice Inviting Expression of Interest (EOI) for
Enhancing Cancer Awareness and Patient Education
Programme through Digital Platform**

Reference No: MCC/353/2024-P4-GAD dated 03.12.2024

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EOI Ref No: MCC/353/2024-P4-GAD

EOI PUBLISHING DATE:	03.12.2024
LAST DATE AND TIME OF RECEIPT OF EOI	18.12.2024, 3.00PM.
Date and Time of opening of technical bid	18.12.2024, 3.30PM
PLACE OF SUBMISSION OF BID & ADDRESS FOR COMMUNICATION	Malabar Cancer Centre-Post Graduate Institute of Oncology Science and Research (MCC-PGIOSR) (An Autonomous Institution under Govt. of Kerala) Moozhikkara (P.O), Thalassery, Kannur District, Kerala, India-670103. Phone: 0490 2399244 / 257 / 205 Website: www.mcc.kerala.gov.in
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INVITATION TO EXPRESSION OF INTEREST (EOI)

Malabar Cancer Centre-Post Graduate Institute of Oncology Sciences and Research (MCC-PGIOSR), invites EOI from experienced agencies, for enhancing cancer awareness and patient education programme, through Digital Platform to general public (Two bid System: Technical bid & Financial bid).

Technical Bid: The Technical bid shall contain the complete documents mentioned in the EOI form and details on the competency of the tenderer and also should submit the EOI form with the sign and seal on all the pages by the tenderer, except the Financial Bid Form.

Financial Bid: The financial bid shall be submitted in the format given in this document as Financial Bid Form. **The financial bids submitted in any other formats will be treated as non-responsive and not considered for evaluation.**

The financial Bid shall contain the 'Financial Bid Form' duly filled in the prescribed Performa. Only the Financial Bids of those firms qualified in the detailed scrutiny and evaluation of the technical bid evaluated by the Technical Committee/Tender Inviting Authority shall be opened.

The Technical Bid and Financial Bid should be submitted in separate sealed covers.

A) Eligibility Criteria:

1. The Tenderer should be a registered firm with valid certificate (documents should be provided)
2. The firm should have minimum 3 years of experience in the same field by handling of Government/PSU works
3. Should have experience in Hospital digital Marketing activities
4. Start-up firms can also participate.
5. The tenderer should have an average annual turnover of 20 lakhs for each year of last three completed financial years. Should submit proof of the same (notary attested audited accounts, balance sheet, etc.) also submit Annual turnover statement)

BACKGROUND

Malabar Cancer Centre (Postgraduate Institute of Oncology Science & Research), Thalassery is an autonomous institution under Health and Family Welfare Department, Government of Kerala, established under Societies Registration Act XXI of 1860. The institution is located at Kodiyeri, Thalassery of Kannur District and was established in 2001 and the clinical services were started in the same year. At present MCC-PGIOSR has 220 in-patient bed strength and the Institute caters to patients from 7 Districts of Northern Kerala in addition to the neighboring states of Tamil Nadu, Karnataka and Mahe (a total population of over 1.5 crores). The main objective of the Centre is not only to provide comprehensive cancer care but also to develop as a Research and Training Centre of international standards. The control and management of the Centre are vested in the Governing Body, consisting of 23 members, with the Hon'ble Chief Minister of Kerala as the Chairman. The routine activities and functions of the Centre are supervised by the Executive Committee, with the Secretary, Department of Health and Family Welfare, Government of Kerala being the Chairman of the Committee. The members in the Governing Body and Executive Committee are functioning by virtue of their official positions. MCC-PGIOSR is providing a full spectrum of oncological care as an autonomous not-for-profit institution funded by the State Government and other sources.

Patients are categorized according to their economic status and using various financial assistance schemes of the Government and patient support systems of MCC-PGIOSR, around 90-97% are treated either free of cost or at subsidized rate using any of the financial assistance scheme. It has been undertaken that no patients will be denied treatment for financial reasons. Patients and bystanders are provided free food in addition to Dormitory for staying within the campus.

B) REQUIREMENT:

MCC (PGIOSR) is planning to execute with agency to assist in the cancer awareness and educational programme through Digital promotional efforts of MCC (PGIOSR) by developing a sustained online presence (Share of Voice), through Social Media platforms and other relevant online platforms to educate, by sharing the valuable/useful information related to Oncology and prevention of cancer to general public

C) SCOPE OF WORK:

1. To assist in the Digital promotional/Educational efforts of MCC-PGIOSR by developing a sustained online presence (Share of Voice), through Social Media platforms such as

LinkedIn, Facebook, Instagram, Twitter, YouTube, My Google Business etc:-. Presence on any other new and upcoming social media platforms and other relevant (if) online platforms such as WhatsApp channel, Sound cloud, Blogs, Wikipedia, Flickr, Email outreach, monthly e-newsletter etc are encouraged.

2. The Digital strategy, both short term and long term, should be organic/sponsored content suitable and unique for each platform with the objective to educate the general public and cancer awareness for getting more engaged followers.
3. **Management of Social Media Platforms:** The agency will be exclusively responsible for overseeing (comment moderation) MCC-PGIOSR's Facebook, X, Instagram, LinkedIn, and other media accounts. Flickr and YouTube accounts will be maintained as a digital repository.
4. **Daily Informative and Educational Postings:** This includes the creation and uploading of pictures, videos, interactive content, organizing online surveys, comments, stories, articles, etc., based on input from MCC-PGIOSR officials. Additionally, the agency is tasked with monitoring news, campaigns, blogs, and agendas related to stakeholders in direct or indirect relation to MCC-PGIOSR. The frequency of posts may increase for special events or weeks.
5. **Motion Pictures/Animation Clips, Reels, Content/Scriptwriting:** The agency is to develop and post motion pictures, animation clips, reels, and content/scriptwriting on social media platforms as required by MCC-PGIOSR.
6. **Comments/Feedback Handling:** The agency must handle positive/negative comments on social media platforms promptly, providing instant replies via mail, phone, etc., in consultation with MCC-PGIOSR officials. A custom template needs to be maintained.
7. **Social Media Integration Platform:** The agency should have a Social Media Integration Platform to highlight all social media feeds on a single platform and remove non-relevant information.
8. **Reporting Structure and Measurement Tools:** The agency should provide a robust report structure and measurement tools to evaluate the impact of activities. Monthly reports, along with invoices, are to be submitted. Enquiries received through social media platforms needs to be informed to the Administration Department.
9. **Social Media Monitoring Tool:** A good industry-standard social media monitoring tool may be utilized for tracking comments and feedback, with login credentials provided to MCC-PGIOSR officials.

10. **Single Point Contact - Account Lead:** The agency must appoint a knowledgeable Account Lead as a single point of contact for handling the account. The name and credentials of this person should be submitted at the time of appointment (Roles and responsibilities of the account lead given below).
11. **Collaterals and Information Sharing:** Available collaterals, including videos, and the past history, will be provided by the Administrative department .
12. **Multilingual Communication:** Social media messages should be sent to appropriate channels in Malayalam, English, or Hindi based on the context of the message.
13. **Management of Live Events:** The agency is responsible for managing live events on Facebook, X, LinkedIn, YouTube, and, when possible, on Instagram.
14. **Social Media Analytics and Sentiment Analysis:** The agency is required to monitor, report, and analyze the social media strategy, submitting a detailed report of social media analytics and sentiment analysis every 30 days.
15. **Additional Work for Digital Presence Enhancement:** The agency should handle any other related work assigned by MCC-PGIOSR to enhance its digital space presence and campaigns for land leasing and office space allocation.
16. **Campaigns with Unique Hashtags:** The agency must create and submit various campaigns along with unique hashtags related to various Departments and share them on social media platforms.
17. Create relevant tagging, meta-tagging, hash tags & linkages of content on all platforms.
18. **Engagement Strategy:** Develop a strategy, plan, and schedule timelines to engage with the right target audience at the right time, ensuring an increase in reach.
19. **Engagement Audience Report:** Prepare a report of the engagement audience, allowing MCC-PGIOSR to identify the target audience and measure performance over time.
20. **Promotional/Educational Activities on Social Media Platforms:** Publicize promotional events, campus life, space and land availability, hiring posts, city benefits, campus news, etc., related to MCC-PGIOSR and its schemes on all social media platforms.
21. **Content Calendar Management:** The agency is responsible for developing an annual calendar, which, upon approval by MCC-PGIOSR, will be segmented into quarterly plans for implementation.
22. **Audience Growth Strategies:** The agency will grow an increasing social audience and follower base through hashtag campaigns, strong use of keywords, sharing/retweeting relevant news, and contributing unique content.

23. ***Crisis Communication Strategy Development:*** In the event of unforeseen occurrences creating a negative perception, the agency will take proactive steps to help MCC-PGIOSR representatives communicate effectively through various media channels.
24. ***Query/Response Management:*** Address queries/grievances received on all social media handles online, live, or within 12 hours during working days. Negative queries/comments needing attention should be brought to the MCC-PGIOSR's notice.
25. ***Moderation of Platforms:*** Moderate all platforms at least 2-3 times a day to deal with spam, unauthorized advertisements, inappropriate content, and take corrective action with adequate firewall measures.
26. ***Photography and Videography:*** Ensure photography and videography for content as required for social media activity.
27. ***Ownership of Material:*** All material, artwork used in managing social media networks shall exclusively belong to MCC-PGIOSR, and agency to check if the same content is being used in other platforms.
28. ***Uniform Communication:*** Ensure uniform communication across all social media platforms
29. ***Copyright Compliance:*** All images/content/video/audio used must not be copyrighted/patented by any other agency. The agency is responsible for any legal consequences.
30. ***Pages Featuring Stories and Information:*** Publish various pages featuring stories, information, and reports of various activities under MCC-PGIOSR to bring traffic to official social media handles/website.
31. ***Verification of Official Social Media Accounts:*** The agency shall ensure the verification of MCC-PGIOSR's official social media accounts.
32. ***Standard Templates:*** To have standard templates for all posts in consensus with the Administration/Community department of MCC-PGIOSR on specified platforms.
33. ***Approval for Social Media Uploads:*** All social media uploads to be done after prior approval from MCC-PGIOSR
34. ***Website Content Updating:*** Agency should share the contents with IT Division of MCC-PGIOSR and the same will be simultaneously verified and uploaded in the website by System Manger of MCC-PGIOSR

35. Email Outreach: Support in specific email campaigns on a case-to-case basis as instructed by MCC-PGIOSR. Also to ensure monthly newsletter “Elevate” is circulated amongst the MCC-PGIOSR community.
36. SEO - To enhance MCC-PGIOSR's website visibility in organic search results, need to conduct comprehensive SEO activities, including keyword research, on-page optimization, technical optimization, and link building. This encompasses On-page SEO, Off-page SEO, Technical SEO, and Local SEO strategies to establish authority and credibility online. (The approach needs to begin with identifying relevant and high-value keywords tailored to the target audience and demographics and to devise a strategy to seamlessly integrate these keywords into the content creation process. Additionally, need to analyze competitor SEO strategies to identify opportunities and refine our approach. Continuous monitoring and analysis to guide us in optimizing various elements such as content, title tags, meta descriptions, header tags, URL structure, site crawl, XML sitemap, robots.txt, page loading speed, and mobile friendliness. Agency to also install and configure tools like Google Analytics to track performance and make informed decisions).
37. SEM & Google Ads Campaigns

D) Duration of Engagement

Engagement based on commercial bid shall be for a period of one (1) year. Extendable up to 3 year based on the performance & mutual discussion

E) Resourcing

A dedicated resource pool consisting of an Account Lead, a Technical Lead for content and response management, a Photography and Videography team. The team member wise details required are

- a) A brief write-up on their professional credentials and experience in the digital industry.
- b) 24/7 available contact details (mobile no and email id). All the above-mentioned details to be submitted at the time of sealed bid submission.

F) Activities that also need to be covered under as follows.

- The agency should submit and present through video conferencing or in person a detailed strategic Social Media plan at the beginning of every quarter about the different activities planned and how it will be executed, preferably one week prior to the beginning of each fiscal quarter.
- The mandatory presentation shall be done by the Social Media Head of the agency to the team of MCC-PGIOSR. The presentation/monthly review shall be of 30 minutes. The CEO/Head/Owner of the agency shall attend the presentation mandatorily. Minutes of the Meeting shall be shared by the agency within a day to MCC-PGIOSR team. The agency/Account lead must ensure that the activities are implemented as floated in the monthly plan. The month-end compilation report shall carry a detailed report on plan vs achievement. In case, if a planned task was not achieved, need to elaborate on the reason & its backup strategy to execute in the coming month. Need to channelize Social Media activities based on the Metrics suggested as a start for the first six months and for an audit evaluation after six months.
- The agency shall plan for ensuring good coverage of various daily activities of MCC-PGIOSR. For that, the agency needs to build better ties with the IT fraternity and all stakeholders within the MCC-PGIOSR which will be beneficial for Institute, our scope, short term, and long-term goals.
- Agency will take the responsibility to advise new social media platforms to explore, initiatives, campaigns and activities aligned with the goals.
- Paid promotion –a minimum of 35 % of the Amount for paid promotions shall be utilized only for content specific to the MCC-PGIOSR and the same shall be done with approval from MCC-PGIOSR. Amount can be utilized for Google Ads Campaign and SEM as well.
- Paid campaigns can be initiated specifically for the target audience, branding, engagement, lead generation, search via search engines, display ads, banners, for a select audience in Google, LinkedIn, X, Facebook, Instagram, etc as per requirements of MCC-PGIOSR.
- Should ensure that all materials including photos and videos captured are submitted to the officials of MCC-PGIOSR with the report submitted for every month.

- Content and Comment Moderation – Pre – moderation/ Post moderation to be chosen by the agency in the best interests of MCC-PGIOSR.
- Each social media account of MCC-PGIOSR should be utilized to compliment the other platforms of MCC-PGIOSR.
- The Social Media platforms where contents need to be shared are as follows:
 - ✓ MCC-PGIOSR LinkedIn
 - ✓ Facebook
 - ✓ Instagram
 - ✓ Google Business
 - ✓ YouTube
 - ✓ X
 - ✓ Sound Cloud
 - ✓ Wikipedia
 - ✓ Threads

G) Requirement:

1. Minimum 2 Videos and 3 reels per month in LinkedIn, Facebook Instagram and X. Reels can be sourced from the MCC-PGIOSR community, and due credits can be given to the provider.
2. Minimum of 5 posts per month are required for LinkedIn, Instagram and Facebook (with 80% of the content tailored specifically for each platform. The remaining 20% can be more generic and suitable for all platforms).
3. 2% followership growth for the month – LinkedIn, Instagram and Facebook
4. Google business rating to be maintained at 4.5 and above.
5. Minimum of 1 Vlog per month.

H) Termination of Contract

MCC-PGIOSR reserves the right to stop the engagement with the agency at its discretion at any time during the engagement period for any reason including but not limited to the performance of the agency and will have the option to engage another agency for the remaining period. The agency must submit a detailed monthly report to the MCC-PGIOSR highlighting performance against the Metrics. The monthly review shall be attended by the Account Lead along with the Head of the agency.

I) Payment Terms

Please Note – The bid quote is invited for one year, the payment disbursement to the successful bidder (agency) will be on monthly mode against invoice raised, subject to monthly report submission (KPI achievement and mentioned analytics) and meeting the mentioned Metrics. Performance evaluation shall be carried out by MCC-PGIOSR team, every month, based on which payment will be released.

J) Mode of submission of Expression of Interest.:-

Interest firms qualifying the above conditions may express their interest in writing with brief about ~~to~~ the following address along with following documents.

- Annexure-1** enclosed with EOI
- Self-attested copies of all certificates related to the institutions/firms including the pre-qualification criteria shall submit along with technical Bid.

The attested documents should be submitted in a sealed envelope super scribed 'EOI for *ENHANCING CANCER AWARENESS AND PATIENT EDUCATION PROGRAMME, THROUGH DIGITAL PLATFORM TO GENERAL PUBLIC IN MALABAR CANCER CENTRE (PGIOSR)*.

MALABAR CANCER CENTRE (PGIOSR)
(An autonomous Institution under Govt. of Kerala)
Moozhikkara (P.O), Thalassery, Kannur District, Kerala, India-670103.
Phone: 0490 2399244, 2355257, Fax: 0490 2355880
E-mail: purchase@mcc.kerala.gov.in, pomcctly@gmail.com Website:
www.mcc.kerala.gov.in

K) Language of Application

All correspondence and documents related to the application shall be in English.

L) Clarifications on bid

During the bid evaluation, MCC-PGIOSR may, at its discretion, ask the bidder for a clarification of its bid. The request for clarification and the response shall be in writing, and no change in the substance of the bid shall be sought, offered, or permitted to the **e mail ID provided in the cover page of EOI**

M) MCC-PGIOSR's Right to Accept or reject any or all Bids

MCC-PGIOSR reserves the right to accept or reject any bid or to annul the Expression of Interest and reject all bids at any time prior to Agreement, without assigning any reason thereof

N) SELECTIONPROCESS:

The selection based on the evaluation of EOI submitted. The EOI shall be evaluated based on the eligibility criteria. Those who qualify successfully shall be empaneled.

O) AWARD OF CONTRACT AND AGREEMENT:

The Empaneled service Provider shall have to sign an agreement with MCC-PGIOSR after confirmation/acceptance of The cost of stamp paper will be 0.1% of the total estimated amount for one year up to maximum of Rs 1 Lakh.

P) JURISDICTION

In the event of any disputes, the courts at Thalassery, Kerala shall have exclusive jurisdiction.

DIRECTOR

Annexure 1

TECHNICAL FORM

***APPLICATION FOR EXPRESSION OF INTEREST(EOI)
FOR “ENHANCING CANCER AWARENESS AND PATIENT EDUCATION
PROGRAMME, THROUGH DIGITAL PLATFORM TO GENERAL PUBLIC IN
MALABAR CANCER CENTRE (PGIOSR).”***

Name of the firm	
Address	
PAN Number	
GST Number	
Mobile Number	
Alternative Mobile Number	
E Mail ID	
Annexure Enclosed Registration Certificate of the Firm	Yes <input type="checkbox"/> No <input type="checkbox"/> Annexure No:.....
Annexure Enclosed GST Certificate	Yes <input type="checkbox"/> No <input type="checkbox"/> Annexure No:.....
Annexure Enclosed notary attested audited accounts, balance sheet etc	Yes <input type="checkbox"/> No <input type="checkbox"/> Annexure No:.....
Annexure Enclosed Proof of 3 years of experience	Yes <input type="checkbox"/> No <input type="checkbox"/> Annexure No:.....
Annexure Enclosed Hospital digital Marketing activities Experience details	Yes <input type="checkbox"/> No <input type="checkbox"/> Annexure No:.....
Annexure Enclosed Brochure of the firm & other documents	Yes <input type="checkbox"/> No <input type="checkbox"/> Annexure No:.....

Authorised Signatory

Office Seal

Place:

Date:

FINANCIAL BID

(Should be enclosed in separate sealed cover)

Sl.No	Items/Descriptions	Qty (months)	Proposed Rate Per Month (Inc. of All tax)	Total (incl. of all)
1.	<i>“Enhancing cancer awareness and patient education programme, through digital platform to general public in Malabar cancer centre (PGIOSR).”</i>	12		

Total Value in Rupees: in Words

The firm Should Quote The following items as Optional:

Sl.No	Items/Descriptions	Rate Per Item
1.	<i>Short Videos (30- 60 seconds)</i>	
2.	<i>Reels</i>	
3.	<i>Posts</i>	
4.	<i>Vlogs</i>	

Authorised Signatory

Office Seal

Place:

Date: